

**Friends of Upper Dublin Public Library**  
**Regular Monthly Board Meeting**  
**Upper Dublin Township Library Conference Room**  
**October 13, 2016**

The meeting was called to order at 1:03pm by Board Vice-President Jerry Caplan, filling in for Robert Stutz.

**Board Members Present:** Jerry Caplan, Joan Chinitz, Dick Haggard, Jo-Ann Hunt, and Karen Preston.  
**Absent:** Jan Frohner, Sandy Merritt and Robert Stutz.

**Others Present from Library Staff, Friends and Library Board:** Cheri Fiory, Library Director; Wendy Rader, Library Board; Active Friends: Linda Walker, Cathy Murphy and Wendy Munyon; John Hunt.

Additions to the agenda were noted for later discussion. Update on medical progress of Robert Stutz and Alan Gneissen (Andrea Merrick's husband), both of whom had cardiac surgery. The Friends Board will acknowledge them when they return home.

**Minutes of August Meeting:** Joan Chinitz  
Approved as presented.

**Treasurer's Report:** Jo-Ann Hunt, Treasurer: Review of income/expenses to date as well as all existing deposits, checks and withdrawals. As of 9/30/16: Checking account balance: \$65,064.31; Savings account: \$20,299.53; Total deposits on hand: \$85,363.84; Total Income: \$2,295.96 (YTD: \$25,033.74); Expenses/Withdrawals: \$3,838.76 (YTD: \$34,095.69). Donations: \$35.00. Jo-Ann would like to resolve the issue of one outstanding check drawn to a member of the trio at the wine tasting event. Jerry wondered if paying for VOX (the UDHS a capella group) was just giving funds from one Upper Dublin public entity to another (library to school district). Cheri thinks VOX's expenses are separate from the district but will check. Jo-Ann suggested adding two more names to the list of those authorized to sign checks. Agreed. Jan Frohner and Dick Haggard will be added. The Treasurer's report was approved as presented.

**Membership:** Cheri Fiory for Jan Frohner: No new members or renewals. Fall membership campaign: The appeal letters will go to patrons who took out 10 or more items in the past year and to last year's donors/active members (about 2500 total mailing). Karen worked on tightening the patron list for mailing, and Jan, Cathy, and Cheri are finalizing the letter. Dick Haggard cautioned that wording of letters should be slightly different, one to new people and one welcoming back old donors. He was concerned about the low yield from last year's appeal (1 out of 30). Lengthy discussion about how to reach more potential supporters in light of fact that users are not necessarily supporters and vice versa: Cheri distributed a list of fall events so friends can let Cheri know which we can attend to promote the drive. Cathy: perhaps have a third letter to reach people we spend money on, e.g. language classes: "You have attended a "free" event that has costs attached . . . Jo-Ann: attach this to brochure or use as handout at free events. Jo-Ann also wondered if in the future we should consider buying a mailing list. Many libraries use a service. Karen: that decision would have to consider a possible decrease in our funding, e.g. book sale income.

The mailing will proceed. Last year the township covered half the cost for 1600+; this year's total will be about 2500 pieces. Cheri will see if the township will again cover half the expense. New stationery needs to be ordered for the mailing, and Dick offered to handle that. Karen will print the list labels and Jo-Ann the member labels.

Joan suggested forming a committee soon to investigate options for future membership drives and to do a long range plan.

**Fundraising:** Jo-Ann:

**Craft Show:** Net profit this year: \$3694.08 (Total income: \$4392.63 including vendors' fees: \$2487.63; food sales: \$755.00; sponsorship: \$1150). Expenses: \$698.55. Last year's net profit: \$2330.48. For next year Jo-Ann will raise the vendor fee by \$5 and raise food prices. In the beginning of the year she will also reach out to all members for food, fundraising, list of sponsorship, etc. John Hunt said that as early as January, he will provide a chronology of activities for next year leading up to and the day of the show. Jo-Ann will compile a list of potential big givers for sponsorship. We will be stricter in enforcing the deadline for any potential sponsor who wants their attribution on materials, e.g. the banner. The marionette show was very popular, so Jo-Ann hopes to add more events. Hot dogs sold out, so more food will be provided, perhaps with a member grilling. The later August date was a positive, with a good crowd attending. The vendors, even if they didn't make much profit, were pleased to be there and appreciated all the support they received.

**Jewelry Sale:** Jo-Ann: A lot of jewelry is coming in. 2500 pieces expected. Jo-Ann purged the inventory after last year and gave away items that had not sold for several years. The board approved placement of a P.R. notice in Patch for \$20. Jo-Ann bought new tablecloths and will buy cookies rather than asking for baked good donations. There will be a donation jar. More volunteers are needed for set up.

**Old Business:** Cheri Fiory:

**Book Barter:** We will not participate this year since there is a dearth of books and the timing is not good.

**New Business:** Wendy Rader, Cheri, Linda Walker:

**Library Board Report:** Wendy Rader: No report since no September meeting.

**Little Free Library:** Linda and Cheri: Mondauk location is fine. The Little Free Library was installed in North Hills on Girard Avenue opposite the N. Hills Community Center. It is beautiful, but the glass was damaged and needs repair. Linda will take a few books to it. It also needs the flyers on the side. Cheri raised the issue of how to reach people in the area and thought perhaps Avis McClintock could help. Perhaps flyers could be distributed to the polling location on Election Day. To help the community take ownership maybe, with Avis's help, plan a small event that includes the area commissioner.

Joan suggested that this might be a good time to try to recruit a Friends Board member from North Hills.

**Let's Discuss It:** Cheri: 165-170 tickets have already been sold for the Alice Hoffman event. She is not charging; the \$35 fee includes the book. Jan is looking into a table there for the Friends. There are two more Let's Discuss It events planned for next year: Jennifer Haigh re: fracking, 1/24/17, 7:00pm at MCCC and Laura Vanderkorn re: time management especially for women, 2/23/17, 7:00pm at Upper Dublin. Each presentation is \$10.

**The next regular meeting of the Friends' Board will be on Thursday, November 10, 2016 at 1:00pm in the Upper Dublin Library Conference Room.**

**As always, the public is invited to attend.**

With no further business the meeting was adjourned at 2:27pm.

Respectfully submitted,

Joan Chinitz, Secretary